

Country of Origin Labeling Program

Comments on COOL

It is apparent that members of the USDA have their hands in the pockets of the COOL opponents. It would also be obvious that every food packing and processing industry already knows the source of its product. Other wise they couldn't make buying or product flow decisions on meat moving through its doors. And it is clear that based on the profit that these industries are producing that they are managing from a base of knowledge. About all COOL is requiring is that they expand their labels a little and tell the customer where the meat was raised. This can't hurt our meat industry and may not even help our profits but it does give the consumer the information they should have. It is quite clear that if USDA wants to make this program work efficiently and cheaply they can with most of the information network that is in place. But also if they want to make it a bureaucratic costly burden for every one concerned they can probably accomplish this too. It just depends on the goals that they adopt.

I am in support of COOL.

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